Engineer Advisory

{ Product Strategy & Requirements }

Working out what to build

Turning what the business wants into something a developer can build, and saying out loud what is not worth building.

Still working out what you need?

Tell us what is going wrong, or what you are trying to build. We will tell you what it would take, roughly what it would cost, and whether we are the right people for it.

From 1,400 DKK an hour, excluding VAT — and less per hour on a longer booking.

Get in touch See what it costs

Selected work demonstrating this service.

Turn the service into a result

Make “Product Strategy & Requirements” serve a business outcome. We can connect the technical work to the users, operations and decisions it needs to support. Turning what the business wants into something a developer can build, and saying out loud what is not worth building.

Get in touch

Examine the relevant work

Use the related work on this page to examine our approach. Ask about the tradeoffs and the conditions behind each result. A consistent identity across channels — 200x brand recognition, built from nothing

A consistent identity across channels Get in touch →

A consistent identity across channels

Developed Engineer ApS brand identity across offline and online material, connecting the presentation with its engineering portfolio. The founder reports a 200x increase in brand recognition from this work.

Brand communication informed by audience response

Used market research and audience feedback to shape Engineer ApS brand communication and outreach.

Led a GIS map application to 10x revenue growth

Led the software development of a GIS map application, driving revenue growth by 10x and positioning the product as a primary data asset.

Optimized forecasting and investment strategies

Optimized forecasting and investment strategies for 11 electricity grid operators, driving operational efficiency through data-driven GIS solutions.

Presented 200 UI/UX improvements

Presented 200 UI/UX improvements for the GIS map application, boosting revenue by 10x through enhanced software features.

Managed 5,000 hours of map development

Designed and managed 5,000 hours of map development, using Scrum and Jira for effective project management.

Gathered and analyzed business requirements

Gathered and analyzed business requirements to translate into actionable features and user stories aligned with data governance standards.

Developed a Data Analytics reporting system

Developed a Data Analytics reporting system, increasing quarterly software revenue by 400% through Python-based PDF reports.

Designed the product's UI and UX end to end

Designed the product's UI and UX end to end — directory grids, dual card/table views, live requirement validators and breadcrumb navigation.

Designed a time-management and reporting system

Designed a time-management and reporting system that remained in production use for years without significant modification.

Built Stripe and in-app purchase entitlements

Built the payments and entitlements layer — Stripe alongside Apple and Google in-app purchase — gating the directory, search and export through an 11-table access model checked on the server.

Built the operator back-office for the platform

Built the operator back-office — around 40 admin routes and 128 components covering claims, moderation, feature flags, cache and diagnostics — so the platform can be run without database access.

Built company ownership claims and adjudication

Built company ownership claims end to end — a user claims a company, an administrator adjudicates, and an approval rewrites the authorization graph that decides who is allowed to edit what.

Built a loyalty wallet, leagues and badges

Built the loyalty and reputation system — 67 functions over a 31-table ledger, with leagues, badges and a redemption shop — taking a row lock on the balance to close the double-spend window.

Built the social layer: posts, feed and groups

Built the platform's social layer — posts, feed, groups, mentions, a follower graph and an occasions digest — on the same function-first data layer as the rest of the product.

Built the hiring and seafarer career workspaces

Built hiring and seafarer career workspaces; the recorded implementation snapshot contains 151 stored functions across 48 tables for vacancies, applications, certificates, rank progression and sea time.

Built a 22-linter commit gate

Built a commit gate of 22 one-line linters plus five that earn a paragraph, with no warning tier and no inline suppressions permitted, covering HTML, CSS, JavaScript, Python, YAML, Markdown, shell, links, spelling, secrets and typography.

Ran development as 51 written initiatives

Ran the site's development as 51 written initiatives across 54 plan documents, each carrying its open boxes, its measurements and the decisions it declined — including six of eight agent-readiness findings refused with the reason recorded.

Rewrote error messages to stop blaming users

Rewrote the application's error messages against a written tone standard after a refused sign-in blamed the user for mistyping when the provider actually required an app-specific password, and covered it with a test that names the provider.

Looking for Product Strategy & Requirements?

Use the linked work to judge relevant experience. Tell us what you need to build; we can discuss the scope, delivery approach and handover.

Get in touch Full portfolio

Scope the work before commissioning it

Bring the decision, the people affected and the options already considered. We can make the tradeoffs explicit and leave a documented recommendation.

See what it costs Get in touch →

Talk through your requirements

Tell us what you need from “Product Strategy & Requirements”, including the deadline and the team that will maintain it. We can discuss a practical way forward.

Get in touch

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